

## **Historic, Archive Document**

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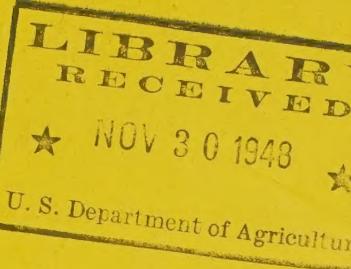
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NOVEMBER 1, 1948

Spring



1949



# Wholesale Price List FOR *Adapted* LAWN SEED MIXTURES

**WOODRUFF'S *Adapted* LAWN SEED MIXTURES SELL!  
— BECAUSE THEY'RE BACKED BY —**

- High standards of quality maintained year in and year out.
- Intelligent research and experiment continually carried out on extensive trial grounds.
- Uniform style in package and color — Designed for successful merchandising.
- Advertising where advertising counts — Radio, Newspapers, national and trade publications.
- Co-operative advertising — Woodruff helps the dealer in his own locality.
- Dealer aids — Informative booklets, envelope stuffers, colorful folders, display cards, posters and window streamers.

**F. H. WOODRUFF & SONS, INC.**  
MILFORD, CONNECTICUT

Branches: BELLEROSE, L. I., N. Y. - ATLANTA, GA. - TOLEDO, OHIO - SACRAMENTO, CALIF. - DALLAS, TEXAS - MERCEDES, TEXAS

OM-5M-48-4



# WOODRUFF *Adapted* LAWN SEED

## GOLD SEAL MIXTURES



Produce the Nation's Finest Lawns

Contain:

1. Over 75% Permanent Grasses.
2. Over 95% Pure Seed.
3. Over 80% Average Germination.
4. Less than 0.3% Weed Content.
5. NO NOXIOUS WEEDS.

BRAND	DESCRIPTION	50 lb. Bags	25 lb. Bags	5 lb. Bags	2 lb. Bags	1 lb. Canister	PRICES ARE PER 100 POUNDS
TURF-MAKER No. 38	Contains: Certified Colonial Bent, Creeping Red Fescue, Kentucky Bluegrass and Fancy Redtop.	\$87.00	88.00	89.00	90.00	92.00	
TURF-MAKER For Light Soils	Contains: Certified Colonial Bent, Creeping Red Fescue and Fancy Redtop.	\$87.00	88.00	89.00	90.00	92.00	
TRU-SHADE	Contains: Creeping Red Fescue, Rough Bluegrass, Chewings Fescue, Velvet Bent and Fancy Redtop.	\$90.00	91.00	92.00	93.00	95.00	

THIS CANCELS ALL PREVIOUS QUOTATIONS.

ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

## Special Discounts, Terms and Conditions.

(IMPORTANT - please read carefully)

F. O. B. MILFORD or BELLEROSE, L. I. - and FREIGHT PREPAID to your station on orders of 200 pounds or more of these mixtures.

TERMS - 2% ten days, E. O. M. to firms of approved credit.

SHIPPING QUANTITIES - 2's, 25 per bale; 5's, 10 per bale; 25's, 2 per bale; 1 pound canisters, 24 per case.

FOR BROKEN LOTS - Add 1c per pound.

NOVEMBER 1, 1948

## EXTRA PROFITS

for the  
"OFF-SEASON"  
FEATURE



## Bulk Lawn Seed Mixtures

WE ALSO PREPARE THE FOLLOWING MIXTURES IN BULK BAGS ONLY

PRICES ARE PER 100 POUNDS.

BRAND NAME		50 lb. Bags	25 lb. Bags
Sandy Soil	RS	65.00	66.00
Terrace	RS	65.00	66.00
Special Shady	WT	43.00	44.00

RS, Red Seal - WT, White Tag.

## RED SEAL MIXTURES



Produce the Best Lawns Possible

FOR SEED DOLLARS SPENT

Contain:

1. Over 40% Permanent Grasses.
2. Over 90% Pure Seed.
3. Over 75% Average Germination.
4. Less than 0.6% Weed Content.
5. NO NOXIOUS WEEDS.

BRAND	DESCRIPTION	50 lb. Bags	25 lb. Bags	5 lb. Bags	2 lb. Bags	1 lb. Canister	PRICES ARE PER 100 POUNDS
ROYAL	Contains: Kentucky Bluegrass, Red Fescue, Mixed Bent, Perennial Ryegrass and Common Ryegrass.	\$65.00	66.00	67.00	68.00	70.00	
MILFORD GREEN	Contains: Kentucky Bluegrass, Chewings Fescue and Common Ryegrass.	\$65.00	66.00	67.00	68.00	70.00	
SHADY SPOT	Contains: Red Fescue, Kentucky Bluegrass and Common Ryegrass.	\$65.00	66.00	67.00	68.00	70.00	

## WHITE TAG LINE

(TO MEET THE COMPETITIVE TRADE)

INERT MATTER NOT OVER 15%	50 lb. Bags	25 lb. Bags	5 lb. Bags	2 lb. Bags
PARK	\$43.00	44.00	45.00	46.00
GREEN DIAMOND	\$29.00	30.00	31.00	32.00

F. H. WOODRUFF & SONS, INC.,

MILFORD, CONN.

Branches:

BELLEROSE, L. I., N. Y. -- ATLANTA, GA. -- TOLEDO, OHIO  
SACRAMENTO, CALIF. - DALLAS, TEXAS - MERCEDES, TEXAS

# EXTRA PROFITS!



*Join the Long List of Dealers  
Who Profit with...*

## GRO-SOD LAWN FOOD ORDER NOW!



THE OLD ORIGINAL  
FORMULA — 10-6-4

One-half the nitrogen is Organic. No  
offensive odor. Promptly effective and  
lasting.

SIZE	WHOLESALE	RETAIL
100 lb. Bags —	5.35	7.75
50 lb. Bags —	3.15	4.55
25 lb. Bags —	1.80	2.70

Ton Lots or over Less 5%.

Terms: Net, F. O. B. our Warehouses  
Freight Prepaid on 200 lbs. or over.

### WHY...

is GRO-SOD better for lawns  
than ordinary fertilizer?

The most important element in a lawn fertilizer is nitrogen. This is the 10 in the 10-6-4 formula. Grass being mowed continually needs this extra nitrogen to compensate for the fast leaf growth in domesticated grass. This formula has been developed after exhaustive scientific experiments. GRO-SOD provides the extra nitrogen called for by this scientific formula.

BUT — this nitrogen plant food must feed grass, not for two weeks, but for two months. Hence one-half the nitrogen in GRO-SOD is organic — the form which is absorbed by the soil slowly. The chemical portion of the nitrogen gives quick food stimulant to the lawn; the organic portion saves and distributes nutriment over a two-month period.

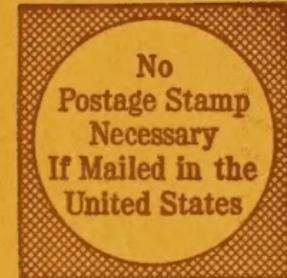
FOR QUALITY — FOR SERVICE — FOR SELLING AIDS  
**WOODRUFF LEADS**

FROM \_\_\_\_\_

STREET \_\_\_\_\_

P. O. \_\_\_\_\_

STATE \_\_\_\_\_



## BUSINESS REPLY ENVELOPE

FIRST CLASS PERMIT NO. 9—SEC. 510, P. L. & R., MILFORD, CONN.

POSTAGE WILL BE PAID BY

**F. H. WOODRUFF & SONS, Inc.**

**Seed Growers and Merchants**

**MILFORD, CONN., U. S. A.**

**STOP!**

Don't forget to give  
your name and full address  
on the order sheet or letter.



November 1949

FEED YOUR FEATHERED FRIENDS ...

**WOODCO BIRD FOOD**

A detailed illustration of a bird perched on a branch, facing left. To its right is a bag of "WOODCO WILD BIRD FOOD". The bag features a central illustration of a person in a hat and coat feeding birds from a sack. The words "WOODCO" and "WILD BIRD FOOD" are printed on the bag, along with the words "Balanced" and "Wild Bird Food".

HAVE NO DOUBT — SNOW WILL FLY —  
BIRDS MUST EAT — IT'S TIME TO BUY —  
**WOODCO WILD BIRD FOOD**

**F. H. WOODRUFF & SONS, INC.**  
MILFORD, CONNECTICUT

F. H. WOODRUFF & SONS, INC.

Grass Seed Division

MILFORD, CONN.

Sec. 34.66, P. L. & R.  
U. S. POSTAGE

**P A I D**

MILFORD, CONN.  
PERMIT No. 1

REFERENCE LIBRARIAN,  
DIV. FRUITS & VEGETABLES  
U. S. DEPT. AGRICULTURE  
WASHINGTON, 25, D. C. O

BIRD SEED

# MAIL EARLY FOR PROMPT SERVICE

Date \_\_\_\_\_

— SHIP IMMEDIATELY —

To \_\_\_\_\_

## lbs. WOODCO WILD BIRD FOOD

Contains: Sunflower, Peanut Hearts, Milo, Grains, etc. A balanced diet. Packed 100 lbs. per bag, each contains 20 empty, colorful 5 lb. sacks, plus window posters.

Price ..... \$10.00 per cwt.

500 lbs. lots @ 9.50 per cwt.

Freight prepaid on 200 lbs. or over.

TERMS: NET CASH

F. H. WOODRUFF & SONS, INC.

MILFORD, CONN.

Postage  
Will be Paid  
by  
Addressee

No  
Postage Stamp  
Necessary  
If Mailed in the  
United States

**BUSINESS REPLY CARD**

First Class Permit No. 9, Sec. 34.9, P. L. & R., Milford, Conn.



**F. H. WOODRUFF & SONS, INC.**  
**BIRD SEED**

**MILFORD, CONN.**